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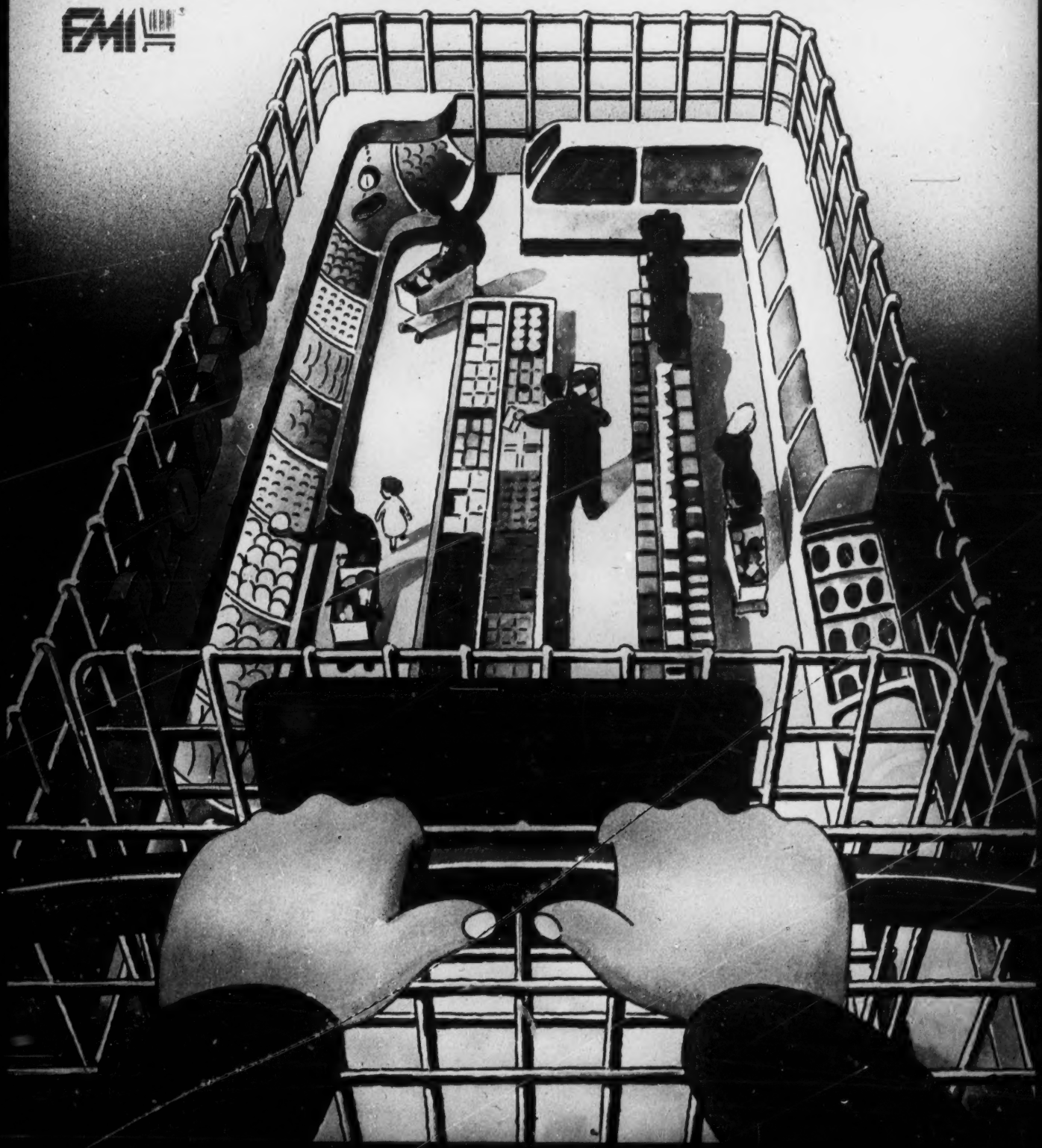

TRENDS 1987 Consumer Attitudes & the Supermarket

1987

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The Food Marketing Institute (FMI) is a non-profit association that conducts programs in research, education and public affairs on behalf of its 1,500 members — food retailers and wholesalers and their customers in the United States and overseas. FMI's domestic member companies operate more than 17,000 retail food stores with a combined annual sales volume of $180 billion — half of all grocery sales in the United States. More than three-fourths of the FMI's membership is composed of independent supermarket operators or small regional firms. Its international membership includes more than 150 members from 40 nations.

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INTRODUCTION

The present study is the sixteenth in a series of consumer attitudes surveys begun in 1974 by the Food Marketing Institute. Designed to identify the changing needs and priorities of the American consumer, *Trends Consumer Attitudes & the Supermarket 1987* continues to track and evaluate the major issues and trends from previous years, while adding coverage of new issues that are likely to capture the attention of consumers over the next several years.

This year's study continues the previous emphasis on nutrition, food safety and shopping behavior and attitudes and presents a comparison with previous years' data wherever possible. The main areas of interest include:

- Expectations and evaluations of supermarkets' performance.
- Economizing and time-saving measures used while shopping.
- Buying habits and shopping behavior.
- Attitudes toward nutrition and food safety.
- Sources of meals not prepared at home.

Additionally, new topics in this year's *Trends* include:

- Suggested services for supermarkets.
- Changes in food preparation behavior.
- Categories of consumers as determined by their attitudes toward food shopping.

A demographic profile of the total sample, including weighted and unweighted percentages of major demographic groups, appears in the methodology section of this report.

Study Design

The data for this survey are based on telephone interviews with a representative nationwide sample of 1,007 male and female supermarket shoppers conducted in January 1987. The sample was designed to be composed of 60 percent female and 40 percent male heads of households and was subsequently weighted to an 80 percent female and 20 percent male ratio to maintain comparability with previous studies in the *Trends* series.

A Note on the Tables

Presented directly beneath the title of each table is a description of the base — that is, the group of respondents for each question. The exact number of respondents in this base group, either in total or for shopper categories is provided for all nontrend tables. The percentages shown in each table are calculated using this base number. It should be noted that these percentages may not add to 100 percent due to rounding or the acceptance of multiple responses.

In all instances where comparisons are made between categories surveyed in 1987, any noted differences are statistically significant. For time-series data, whether for types of consumer or totals, changes are simply noted and are not subject to statistical comparison, unless otherwise stated.

For some tables, the response categories are presented both separately (e.g., very close, somewhat close) and combined (e.g., very close or somewhat close). In some instances, the separate percentages may not add to the combined percentages due to rounding.

For each table, the wording of the question as it was asked this year is provided. Any changes in wording from previous years are noted in the table.

Generally, the report presents findings for categories of interest. For many questions analyses of categories have not been included in the report in the interest of focusing attention on the most important findings.

SURVEY HIGHLIGHTS

The following is an overview and summary of the most important findings of *Trends 1987.*

1. *Quality produce, fruits and vegetables; good variety and wide selection; and quality meat are the most frequently mentioned factors in the selection of a supermarket.* Over 95 percent of all shoppers rated each of these factors as very or somewhat important to them when they choose a supermarket. (Table 2)

2. *Overall, shoppers view their supermarkets as doing a good job.* On a scale of one to 10, where "one" is poor, and "10" is excellent, supermarkets received an average score of 7.8 on performance. Those segments tending to give the highest ratings include nonworking women, shoppers without children, older shoppers and lower-income shoppers. (Table 3)

3. *Shoppers favor diverse methods for improving supermarket services.* The most popular suggestions include: having clerks who put bags in your car; special indicators for "best buys"; a prescription drug service; and a postal substation. (Table 4)

4. *Average weekly grocery expenditures declined slightly between 1986 and 1987.* In 1987 average weekly grocery expenses declined two dollars to $72. However, this is not significantly different from the 1986 levels within the sampling margin of error. In 1986 average weekly grocery expenses were at their highest, at $74. (Tables 6 and 7)

5. *The frequent use of economizing measures continued to decline in 1987.* The greatest declines occurred among those who frequently look in the newspaper for grocery specials and those who compare prices at different supermarkets. (Table 9)

6. *The degree to which shoppers economize varies by sex and work status.* Compared with working women, more nonworking women look in the newspaper for grocery specials and use price-off coupons. Men are about as likely as working women to take economizing measures. (Tables 9 and 10)

7. *Levels of supermarket loyalty appear stable for those who make only one trip to the supermarket for their weekly shopping.* Similar to 1986, about half of all shoppers visit a single supermarket for their weekly shopping. Nine out of 10 of of those who shop only once a week go to the same supermarket each week. (Tables 11, 12, and 13)

8. *Over the past year, the number of weekly trips to the super market increased.* At 2.4 trips each week, the average number of weekly trips returned close to the pre-1986 levels of 2.3. (Table 14)

9. *About eight shoppers in 10 feel that saving time in the supermarket is very or somewhat important.* Compared with 1986, however, the proportions engaging in time-saving behavior pretty much every time they shop have decreased. The largest decreases occurred for "taking packaged meat" rather than asking for a different cut and "looking only at items you know you need." (Tables 17 and 18)

10. *Shoppers increasingly go to supermarkets for nonfood and special food items.* In 1987, more than four shoppers out of five stated that they buy bakery goods at a supermarket, and more than two-thirds said they buy fresh seafood and paper goods at a supermarket. Notably, in 1987, a larger proportion of shoppers go to a supermarket than to drugstores for nonprescription drugs. These increases are likely due to increasing numbers of supermarkets having nonfood and specialty food sections. (Table 19)

11. *In 1987, the proportion of shoppers who are very concerned about the nutritional content of food continued its steady decline.* Whereas in 1984, almost two-thirds of shoppers reported being very concerned, in 1987, the proportion is somewhat more than half. At 94 percent, almost all shoppers are either very or somewhat concerned. This proportion has remained relatively stable since 1983. Of those shoppers who express any concern about the nutritional content of the food they eat, salt content, vitamin and mineral content and sugar remain the top three concerns. The nutrition-related behavior of shoppers is relatively unchanged from 1986. (Tables 20, 21, and 22)

12. *Over the past three to five years, two-thirds of shoppers have changed the ways in which they prepare and cook food.* The most significant changes in food preparation behavior involve less frying, more microwaving and less added fat. Men are more likely than women to have increased their use of microwave ovens, and women are more likely than men to be using less added fat. (Tables 23 and 24)

13. *The packaging of food plays a key role in selecting food products.* About nine shoppers in 10 feel that "checking the packaging" on foods describes them very closely, and about three-fourths identify very closely with the statement that, if given a choice, they would prefer tamper-resistent packaging. (Table 27)

14. *Three shoppers in five view antibiotics in poultry and livestock feed as a serious health hazard.* An additional third consider antibiotics to be something of a hazard. The only item named by a larger proportion of shoppers as a serious hazard is residues, such as pesticides and herbicides. (Table 28)

15. *Since 1986, the availability of new products and services has remained constant or increased across all items.* The most notable increases have occurred in the proportions of shoppers whose supermarkets carry partially prepared foods, unpackaged or bulk food and fresh pizza. (Tables 29 and 30)

16. *For most new products and services, the proportions of shoppers who use an item frequently is higher than the proportions who say they would use these same items if they were available.* For example, 28 percent of shoppers whose supermarkets have a deli frequently buy items from the deli. Of those shoppers whose supermarkets do not have a deli, only 18 percent say they would frequently buy deli products. This could either indicate that different shoppers' needs are well matched to their supermarkets, or that would-be users underestimate their usage due to a lack of familiarity. (Tables 30 and 31)

17. *Since 1986, the proportion of shoppers who take meals out from a carry-out section of a restaurant declined to about a third.* Fast food stores continue to be the most frequently used source of take-out food, at 44 percent. As in 1986, about one shopper in 10 buys take-out food from a carry-out section of a supermarket. (Table 32)

18. *Most shoppers who live in households consisting of at least two people regularly eat dinner with their families.* About four-fifths always or usually eat dinner together, and over two-thirds have the same main course. (Tables 33, 34, and 35)

19. *Attitudinally, shoppers can be classified into five distinct categories.* Included in the categories are: the Quiet Majority, Committed Shoppers, Impatient Shoppers, Uninvolved Shoppers, and Leisurely Shoppers. (Tables 36 through 42)

CHAPTER 1

THE CONSUMER'S VIEW OF THE SUPERMARKET

Consumer Expectations and Supermarket Performance

This year, *Trends* examined consumers' views of the supermarket by asking shoppers to rate a series of attributes on their importance in selecting a supermarket, and then to evaluate their principal supermarket on the same list of attributes. As shown in Table 1, except for "generic or unbranded products," more than two-thirds of all shoppers feel that each attribute is either very or somewhat important to them in selecting a supermarket. Those attributes deemed very or somewhat important by at least nine shoppers out of 10 include:

- Quality produce, fruits and vegetables (98 percent).
- Good variety or wide selection (96 percent).
- Quality meat (96 percent).
- Courteous, friendly employees (93 percent).
- Good/low prices (93 percent).
- A convenient location (92 percent).
- Readable and accurate shelf tags (90 percent).

Ratings of supermarkets indicate that, on the whole, shoppers are pleased with their supermarkets' performance. Except for "nutrition and health information available for shoppers," more than half of the shopping public rate their supermarket excellent or good on each attribute. On several attributes supermarkets perform better than warranted by their importance ratings. Most notable among these are "national brands" and "generic or unbranded products." In each of these instances supermarkets are rated as excellent or good by substantially higher proportions than those rating the products as very or somewhat important. These large gaps suggest that supermarkets may be overemphasizing these features.

Conversely, on a large number of attributes, supermarkets appear to be underperforming. As shown by the large rating-performance gaps, areas where opportunities exist for improving supermarket opportunities include:

- Nutrition and health information available for shoppers (25 point gap).
- Good/low prices (20 point gap).
- Fast checkout (19 point gap).
- Readable and accurate shelf tags (17 point gap).
- Quality meat (14 point gap).
- Quality produce, fruits, and vegetables (13 point gap).

Generally, as shown in Table 2, shoppers' importance ratings vary little by sex and are virtually identical for working and nonworking women. Somewhat fewer men than women, however, feel that the following items are very or somewhat important:

- A convenient location.
- Items on sale, or money-saving specials.
- A convenient store layout.
- Nutrition and health information available for shoppers.
- National brands.

As anticipated in previous studies, the quality of fresh produce is among the three selection factors rated as very or somewhat important by the largest percentages of shoppers. It passes "convenient location" by a full six percentage points. The wording of this question is new in 1987 and does not provide a direct measure of the tradeoff between location, prices and perishables in the store selection decision. Nevertheless, it does indicate dramatically the importance of quality perishables in store selection decisions.

Table 1

How Well Supermarkets Meet Consumers' Expectations

Q.: In the next series of questions, I'm going to read a list of factors that may or may not be important when a person decides where to shop for food. For each factor, please tell me if it is very important, somewhat important, not too important or not at all important to you when you select a primary food store.

Q.: Now I'm going to read the same list of factors, and ask you to tell me how well the supermarket in which you usually shop does on each one. For each factor, please tell me whether your supermarket does an excellent, good, fair or poor job of having (READ EACH ITEM).

Base: The shopping public

		Very or Somewhat Important	Excellent or Good Rating	Rating-Importance Gap
Base = 1007				
Quality produce, fruits and vegetables	%	98	85	−13
Good variety or wide selection	%	96	88	− 8
Quality meat	%	96	82	−14
Courteous, friendly employees	%	93	87	− 6
Good/low prices	%	93	73	−20
A convenient location	%	92	87	− 5
Readable and accurate shelf tags	%	90	73	−17
Fast checkout	%	89	70	−19
Items on sale, or money-saving specials	%	85	78	− 7
A convenient store layout	%	79	83	+ 4
Nutrition and health information available for shoppers	%	75	50	−25
National brands	%	72	89	+17
Specialty sections like a deli, bakery or fresh fish	%	72	75	+ 3
Express checkout	%	71	72	+ 1
One-stop shopping	%	70	68	− 2
Generic or unbranded products	%	41	61	+20

Table 2 **Importance of Supermarket Features, by Sex**

Q.: In the next series of questions, I'm going to read a list of factors that may or may not be important when a person decides where to shop for food. For each factor, please tell me if it is very important, somewhat important, not too important or ..ot at all important to you when you select a primary food store.

Base: The shopping public

		Jan. 1987 Total		Women	
			Men	Working	Nonworking
Base		1007	397	287	319
Very or Somewhat Important					
Quality produce, fruits and vegetables	%	98	96	98	99
Good variety or or wide selection	%	96	95	96	97
Quality meat	%	96	94	98	95
Courteous, friendly employees	%	93	90	93	95
Good/low prices	%	93	90	94	94
A convenient location	%	92	89	93	93
Readable and accurate shelf tags	%	90	86	91	91
Fast checkout	%	89	86	92	88
Items on sale, or money-saving specials	%	85	76	86	89
A convenient store layout	%	79	70	79	82
Nutrition and health information available for shoppers	%	75	65	76	78
National brands	%	72	65	74	73
Specialty sections like a deli, bakery or fresh fish	%	72	70	72	72
Express checkout	%	71	74	72	67
One-stop shopping	%	70	68	69	71
Generic or unbranded products	%	41	39	38	45

Overall Satisfaction With Supermarkets

As a follow-up to examining shoppers' expectations and ratings of their supermarkets, consumers were asked to rate their principal supermarket on a scale of one to 10, where "one" indicates they feel their supermarket is doing a poor job, and "10" indicates they feel their supermarket is doing an excellent job. Consistent with the above findings, most give their supermarket a high rating, with an average of 7.8.

Looking at the proportions of shoppers who rate their supermarket nine or 10, several categories appear to be better satisfied with their supermarkets than others. A higher proportion of nonworking women give ratings of nine or 10, compared with working women, and those without children are better pleased than those with children. Age and income levels also show similar differences in overall levels of satisfaction. Compared with younger shoppers, larger proportions of older shoppers rate their supermarkets nine or 10, with over half of those 65 and older giving these ratings. Those in the lowest income category — $7,500 or less — are similarly more likely to give a rating of nine or 10 than are those earning over $25,000.

Table 3 **Consumers' Evaluations of Their Principal Supermarket**

Q.: All things considered, how satisfied are you with the job the supermarket in which you usually shop is doing with respect to meeting your grocery shopping needs? Please use a scale of one to 10, where "one" means they are doing a poor job, and "10" means they are doing an excellent job. Use any number between and including one to 10.

Base: The shopping public

	Jan. 1987 Base	Average Rating (1 to 10 Scale)	Percent Rating Supermarket 9 or 10
			%
Total	1007	7.8	31
Sex			
Men	397	7.6	24
Women	610	7.9	32
Working	287	7.7	26
Nonworking	219	8.1	38
Type of Household			
With Children	501	7.7	26
No Children	504	8.0	35
Size of Household			
1	129	8.1	40
2	321	7.9	33
3	187	7.8	26
4	214	7.7	30
5 or more	156	7.9	26
Age			
18-24	89	7.3	16
25-39	396	7.6	21
40-49	180	7.9	34
50-64	208	8.2	40
65 and older	117	8.3	52
Income			
$7,500 or less	84	8.1	44
$7,501-$15,000	149	7.9	32
$15,001-$25,000	229	7.9	33
$25,001 or more	477	7.8	26

Potential Improvements to Supermarkets

As a final step in evaluating how consumers view their supermarkets, this year *Trends Consumer Attitudes & the Supermarket* asked consumers to rate several suggested improvements using a scale of one to 10, where "one" indicates that the suggestion is not at all appealing, and "10" indicates that the suggestion is very appealing. Those that receive the highest ratings include:

- Special indicators on product displays to indicate "best buys" (7.5).
- Clerks who put bags in your car (7.0).
- Prescription drug service (6.0).
- A postal substation (5.6).

At least a quarter of the shopping public gives each of the above items a rating of nine or 10. One shopper in five (20 percent) gives "money machines" a rating of nine or 10, and about one in six (17 percent) rates "computer ordering" nine or 10.

On several items, the proportions of male and female shoppers giving ratings of nine or 10 varies significantly. Smaller proportions of men than women give "clerks who put bags in your car," "a postal substation" and "prescription drugs" a rating of nine or 10, and larger proportions of men than nonworking women rate "money machines for obtaining cash" nine or 10. Comparing working and nonworking women, larger proportions of the latter rate "clerks who put bags in your car" and "special indicators" nine or 10.

Table 4 **Appeal of Suggested Improvements to Supermarkets**

Q.: Thinking of improvements to supermarkets, there are a number of things that supermarkets do or might do to enhance your shopping experience. I'm going to read a series of ideas. For each one, please tell me how appealing it would be to you, using a 10-point scale, where "one" is not at all appealing and "10" is very appealing to you. Please use any number between and including one to 10.

Base: The shopping public

	Average Rating (1 to 10 Scale)	Percent Rating Suggestion 9 or 10
Base = 1007		%
Special indicators on product displays to indicate "best buys"	7.5	37
Clerks who put bags in your car	7.0	43
Prescription drug service	6.0	31
A postal substation	5.6	25
Money machines for obtaining cash	5.0	20
A service through which you can order groceries from home using a personal computer	4.4	17
Video displays that provide information about health, nutrition, cooking tips and the like	4.6	11
Food catering service	4.3	11
In-store music	4.3	10
An in-store restaurant	3.8	10

Table 5 **Appeal of Suggested Improvements to Supermarkets, by Sex**

Q.: Thinking of improvements to supermarkets, there are a number of things that supermarkets do or might do to enhance your shopping experience. I'm going to read a series of ideas. For each one, please tell me how appealing it would be to you, using a 10-point scale, where "one" is not at all appealing and "10" is very appealing to you. Please use any number between and including one to 10.

Base: The shopping public

		Jan. 1987 Total	Men	Women	
				Working	Nonworking
Base		1007	397	287	319
Rating Suggestion "nine" or "10"					
Clerks who put bags in your car	%	43	28	42	51
Special indicators on product displays to indicate "best buys"	%	37	32	33	43
Prescription drug service	%	31	24	31	33
A postal substation	%	25	16	28	27
Money machines for obtaining cash	%	20	25	22	17
A service through which you can order groceries from home using a personal computer	%	17	14	19	18
Video displays that provide information about health, nutrition, cooking tips and the like	%	11	10	10	11
Food catering service	%	11	8	12	13
An in-store restaurant	%	10	9	10	10
In-store music	%	10	8	11	11

CHAPTER 2

SPENDING AND SAVING MONEY

The Weekly Grocery Bill

In 1987, average weekly grocery expenses remained relatively stable within the margin of error for this survey. As shown in Table 6, despite the slight decline in average weekly grocery expenses, the proportions of shoppers included in each of the dollar categories is relatively unchanged.

Except for families consisting of one person, average weekly grocery expenses did not change substantially between 1986 and 1987. For one-person households, however, average weekly expenses declined dramatically, hitting a five-year low of $33.

Consistent with above findings, average per-person weekly grocery expenses declined for the total shopping public and for most types of shopper. Between 1986 and 1987, average per person weekly grocery expenses for all shoppers declined $3 to $24. By size of family, the greatest reduction occurred in single-person households, with a drop of $8 to $33. Other categories of shopper tended to experience declines of between one and four dollars over the past year.

Table 6 **Weekly Family Grocery Expenses: 1981-1987**

Base: The shopping public

Q.: About how much do you spend each week on groceries for your family?

	Total						
	Jan. 1981	Jan. 1982	Jan. 1983	Jan. 1984	Jan. 1985	Jan. 1986	**Jan. 1987**
	%	%	%	%	%	%	%
$0-$40	29	30	28	23	23	19	**21**
$41-$60	29	25	29	29	27	28	**26**
$61-$100	31	30	33	34	34	38	**37**
$101 and over	6	8	9	9	12	13	**12**
Not sure/no answer	*	7	1	4	4	3	**3**
Average weekly grocery expenses	$55	$58	$62	$64	$68	$74	**$72**

*Not available in 1981.

Table 7 Weekly Family Grocery Expenses For Different Size Families: 1982-1987

Base: The shopping public

Q.: About how much do you spend each week on groceries for your family?

	Total					
	Jan. 1982	Jan. 1983	Jan. 1984	Jan. 1985	Jan. 1986	**Jan. 1987**
	$	$	$	$	$	$
Size of Household						
1	33	36	40	40	41	**33**
2	51	54	59	58	62	**58**
3	70*	72*	71	76	76	**77**
4	70*	72*	80	85	84	**85**
5	90	85	82	92	103	**104**

*Expenses for 1982 and 1983 are combined for three and four person households.

Table 8 Average Per-Person Weekly Grocery Expenses: 1982-1987

Base: The shopping public

	Total					
	Jan. 1982	Jan. 1983	Jan. 1984	Jan. 1985	Jan. 1986	**Jan. 1987**
	$	$	$	$	$	$
Total	21	22	23	24	27	**24**
Married						
One spouse at home	20	20	22	23	25	**23**
Two wage earners	22	22	23	23	26	**25**
Size of Household						
1	33	36	40	40	41	**33**
2	26	27	29	29	31	**27**
3-4	20	21	22	23	23	**23**
5 and over	17	16	15	17	19	**17**
Type of Household						
With children	19	19	19	21	21	**21**
No children	25	28	28	29	32	**28**
Region						
East	23	22	23	25	28	**25**
Midwest	20	20	22	21	25	**22**
South	20	24	23	24	26	**25**
West	23	24	24	26	27	**24**

Saving Money

As in previous years, this year's *Trends Consumer Attitudes & the Supermarket* shows a continuing pattern toward less frequent use of economizing measures. The proportion of shoppers who look in the newspaper for grocery specials "pretty much every time" showed the greatest decline, dropping 11 percentage points to 29 percent. Given this decline, in 1987 the use of price-off coupons became the most commonly used economizing measure, with 37 percent of the shopping public using coupons "pretty much every time" and 22 percent using them "fairly often." The only economizing measure that showed an increase in the proportion stating "pretty much every time" is "going to other supermarkets for advertised specials." In 1987, this proportion increased to meet the 1984 level of 12 percent.

Compared with working women, larger proportions of nonworking women look in the newspaper for grocery specials and go to other supermarkets for advertised specials "pretty much every time" they shop. About two nonworking women out of five use price-off coupons and look in the newspaper for grocery specials "pretty much every time" they shop. Just over one-third (36 percent) of working women use price-off coupons every time they shop, and just over one-fifth (22 percent) look in the newspaper for grocery specials. Similar differences appear for the proportions of each group who compare prices at different supermarkets (26 percent versus 21 percent) and those who go to different supermarkets to shop for advertised specials (14 percent versus 9 percent). Generally, male shoppers are about as likely as working women to undertake economizing measures, although a significantly smaller proportion use price-off coupons (26 percent versus 36 percent).

As in earlier years, a major influence on the use of economizing measures is household income. Those in the lowest income category ($7,500 or less) show relatively small proportions undertaking most of the measures "pretty much every time" they shop. At the opposite extreme, those whose household incomes are over $25,000 show similarly small proportions undertaking money-saving measures. For this group, the time trade-off and economic necessity of economizing are less compelling.

Table 9 **How Often Shoppers Use Supermarket Specials, Coupons and Price Comparisons: 1982-1987**

Base: The shopping public

Q.: How often do you (READ EACH ITEM) — pretty much every time you shop, fairly often, only occasionally, or never?

		1982	1983	1984	1985	1986	1987				
		Pretty Much Every Time	Pretty Much Every Time	Pretty Much Every Time	Pretty Much Every Time	Pretty Much Every Time	Pretty Much Every Time	Fairly Often	Only Occasionally	Never	Not Sure
Use price-off coupons	%	39	38	39	30	39	37	22	30	12	0
Look in the newspaper for grocery specials	%	50	52	49	41	40	29	24	32	14	*
Compare prices at different supermarkets	%	32	30	29	27	25	23	19	35	23	0
Go to supermarkets other than your principal one for advertised specials	%	16	13	12	10	9	12	18	44	27	*

*Less than 0.5 percent.

Table 10 **How Shopper Subgroups Vary in Their Use of Supermarket Specials, Coupons and Price Comparisons**

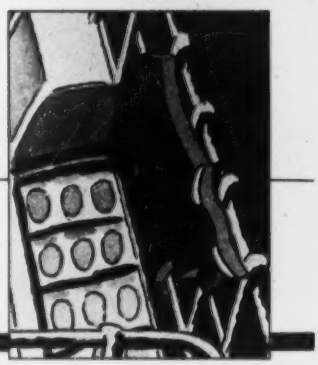
Base: The shopping public

Q.: How often do you (READ EACH ITEM) – pretty much every time you shop, fairly often, only occasionally or never?

	1987							
	Total	Men	Women		Household Income			
			Working	Non working	$7,500 or Less	$7,501 to $15,000	$15,001 to 25,000	$25,001 or Over
Base	1007	397	287	319	84	149	229	477
	%	%	%	%	%	%	%	%
Pretty Much Every Time								
Use price-off coupons	37	26	36	43	28	37	44	34
Look in the newspaper for grocery specials	29	21	22	38	29	33	35	24
Compare prices at different supermarkets	23	18	21	26	22	24	30	19
Go to supermarkets other than your principal one for advertised specials	12	11	9	14	17	13	12	10

CHAPTER 3

SHOPPING PATTERNS



In 1987 there was a reversal in the trend toward visiting just one supermarket, with a decline of four percentage points over the past year to 53 percent. The proportions of shoppers visiting two or more supermarkets increased from 1986, with most of the increase occurring among those visiting three supermarkets. As shown in Table 12, men and women are similar in the number of supermarkets visited each week.

As a measure of supermarket loyalty, shoppers who visit only one supermarket in a week were asked if this is the same supermarket each week or if it is a different one. Nearly nine shoppers out of 10 (89 percent) report going to the same supermarket each week, with no significant differences by sex and no significant differences between working and nonworking women.

The average overall number of trips to any supermarket during the week — whether to the shopper's principal supermarket or to a different one — increased over the past year from 2.0 to 2.4. As shown in Table 14, this increase represents a reversion to the levels established prior to 1986. Not surprisingly, comparing the proportions of shoppers in each of the seven frequency groupings across years, the new 1987 levels appear almost identical to those established in 1985.

Across age groups, those 65 and older show the highest proportion making only one visit to the supermarket in an average week (41 percent). About a third of shoppers in the three middle age groups make two visits per week, as do somewhat more than a fourth (27 percent) of 18 to 24 year olds. The average number of supermarket visits per week is not substantially different across age categories.

By sex, more women than men tend to go to the supermarket only once each week (30 percent versus 25 percent). About equal proportions of men and women make two and three trips each week, and somewhat more men than women go to the supermarket four times a week (12 percent versus 7 percent).

Table 11 **Number of Different Supermarkets Shoppers Use: 1981-1987**

Base: The shopping public

Q.: About how many different supermarkets do you usually visit in a week to do your weekly shopping?

	Total						
	Jan. 1981	Jan. 1982	Jan. 1983	Jan. 1984	Jan. 1985	Jan. 1986	**Jan. 1987**
	%	%	%	%	%	%	%
1	46	56	50	51	56	57	53
2	39	34	37	37	35	36	37
3	11	8	11	9	7	5	8
4 or more	5	1	2	1	2	2	2
Average number of different supermarkets visited per week	1.8	1.5	1.6	1.6	1.5	1.5	1.6

Table 12 Number of Different Supermarkets Shoppers Use, by Sex

Base: The shopping public

Q.: About how many different supermarkets do you usually visit in a week to do your weekly shopping?

	Jan. 1987		
	Total	Men	Women
Base	1007	397	610
	%	%	%
Number of Supermarkets			
1	53	50	53
2	37	36	37
3	8	10	7
4 or more	2	2	2
Average number of different supermarkets visited per week	1.6	1.7	1.6

Table 13 Store Loyalty

Base: Shoppers who visit only one supermarket in a week

Q.: Is this the same supermarket each week, or do you visit different ones from week to week?

		Jan. 1986	Jan. 1987		
		Same Each Week	Same Each Week	Different	Not Sure
Total	%	90	89	9	1
Men	%	89	90	9	1
Women	%	90	89	10	2
Working	%	92	87	12	1
Nonworking	%	87	91	8	2

Table 14 How Often Shoppers Go to the Supermarket in an Average Week: 1981-1987

Base: The shopping public

Q.: About how many visits do you make to the supermarket in an average week? That includes going to the same store more than once, and going to different supermarkets.

	Total						
	Jan. 1981	Jan. 1982	Jan. 1983	Jan. 1984	Jan. 1985	Jan. 1986	**Jan. 1987**
	%	%	%	%	%	%	%
Number of Visits							
1	26	31	31	31	29	31	**29**
2	33	32	34	31	32	34	**32**
3	21	20	20	20	20	20	**21**
4	8	7	8	8	9	6	**8**
5	4	3	3	4	4	4	**3**
6 or more	6	3	3	3	4	2	**4**
Every 2 weeks	1	1	*	2	2	1	**1**
Average number of supermarket visits per week	2.6	2.3	2.3	2.3	2.3	2.0	**2.4**

*Less than 0.5 percent.

Table 15 How Often Shoppers Go to the Supermarket in an Average Week, by Age

Base: The shopping public

Q.: About how many visits do you make to the supermarket in an average week? That includes going to the same store more than once, and going to different supermarkets.

	Jan. 1987 Total	Age				
		18-24 Years	25-39 Years	40-49 Years	50-64 Years	65 and Over
	%	%	%	%	%	%
Number of Visits						
1	**29**	27	28	20	31	41
2	**32**	27	33	32	32	31
3	**21**	30	19	26	21	12
4	**8**	4	10	9	6	8
5	**3**	3	4	4	4	1
6 or more	**4**	6	3	7	3	5
Every 2 weeks	**1**	4	1	*	1	1
Average number of supermarket visits per week	**2.4**	2.4	2.3	2.6	2.3	2.1

*Less than 0.5 percent.

Table 16 How Often Shoppers Go to the Supermarket in an Average Week, by Sex

Base: The shopping public

Q.: About how many visits do you make to the supermarket in an average week? That includes going to the same store more than once, and going to different supermarkets.

	Jan. 1987		
	Total	Men	Women
	%	%	%
Number of Visits			
1	29	25	30
2	32	31	32
3	21	21	21
4	8	12	7
5	3	4	3
6 or more	4	6	4
Every 2 weeks	1	1	1
Average number of supermarket visits per week	2.4	2.5	2.3

Saving Time in the Supermarket

This year, *Trends* investigated not only the means by which shoppers save time in the supermarket but also how important it is for them to do so. About two shoppers in five (39 percent) state that it is very important for them to save time when they shop, with a similar proportion (41 percent) stating that it is somewhat important. Overall, men and women exhibit no differences in the proportions who feel that saving time is somewhat or very important. A significantly larger proportion of working women, however, feel that saving time is very important to them, compared with nonworking women (45 percent versus 34 percent). Across other shopper categories, families of three or four are more likely to feel that saving time is very or somewhat important than are those with one or two members. Consistent with this finding, families with children are more likely to view saving time as very important, compared with those who have no children.

As in previous years, the most frequently used means for saving time in the supermarket are:

- Taking packaged meat available rather than asking for a different cut.
- Looking only at items you know you need.
- Going to the supermarket at a particular time of day to avoid crowds.
- Buying larger quantities to avoid frequent shopping.
- Shopping at a particular supermarket because it has a better or faster checkout system.

Compared with 1986, the proportions of shoppers undertaking each of the above activities "pretty much every time" they shop declined in 1987. About a third of shoppers in 1987 take packaged meat or look only at items they need, compared with about two-fifths in 1986. Those buying larger quantities declined from 33 percent to 29 percent, and those shopping at a particular supermarket because it has a better or faster checkout system declined from 27 to 21 percent.

Table 17 **How Important It Is to Save Time in the Supermarket**

Base: The shopping public

Q.: How important is it to you to save time when you shop? Would you say it is very important, somewhat important, not too important or not at all important?

	Jan. 1987 Base		Very Important	Somewhat Important	Not Too Important	Not at All Important	Not Sure
Total	1007	%	39	41	16	4	*
Sex							
Men	397	%	38	40	16	6	*
Women	610	%	39	41	16	3	0
Working	287	%	45	41	11	2	0
Non-working	319	%	34	41	20	4	0
Married							
One spouse at home	270	%	35	47	15	2	0
Two wage earners	317	%	42	45	11	3	*
Size of Household							
1	129	%	31	37	25	7	0
2	321	%	39	35	21	5	*
3	187	%	35	54	9	2	0
4	214	%	41	46	11	1	0
5 and over	156	%	45	34	16	5	0
Type of Household							
With children	501	%	42	44	12	2	0
No children	504	%	36	38	21	5	*

*Less than 0.5 percent.

Table 18 How Shoppers Save Time in the Supermarket

Base: The shopping public

Q.: People do different things to save time when shopping. For each of the following, please tell me how often you personally do this to save time when grocery shopping. Do you (READ EACH ITEM) pretty much every time you shop, fairly often, only occasionally or never?

		1982	1983	1984	1985	1986	1987**				
		Pretty Much Every Time	Pretty Much Every Time	Pretty Much Every Time	Pretty Much Every Time	Pretty Much Every Time	Pretty Much Every Time	Fairly Often	Only Occa-sionally	Never	Not Sure
Take packaged meat available rather than ask for a different cut	%	36	33	38	37	41	34	22	25	15	*
Look only at items you know you need	%	36	36	33	34	38	33	27	27	13	*
Go to the supermarket at a particular time of day to avoid crowds	%	30	30	28	31	31	29	29	23	18	0
Buy larger quantities to avoid frequent shopping	%	29	28	30	31	33	29	23	29	19	*
Shop at a particular supermarket because it has a better or faster check-out system	%	22	23	24	29	27	21	20	27	28	1
Buy certain brands because they're more visible and easier to find	%	11	12	10	13	14	9	19	40	31	*
Go to a convenience store rather than a supermarket	%	3	3	4	3	3	3	7	45	44	*

*Less than 0.5 percent.
**"Does not apply" omitted in 1987.

Supermarkets Versus Other Stores

As shown in Table 19, increasingly large proportions of the shopping public go to supermarkets for nonfood and special food items. More than four shoppers out of five (82 percent) buy bakery goods at a supermarket, and more than two-thirds of shoppers go to the supermarket for fresh seafood and paper goods (69 and 67 percent, respectively). Other notable increases from 1986 levels occurred for products typically purchased at drugstores or pharmacies. For the first time, a larger proportion of shoppers go to supermarkets than drugstores for nonprescription drugs (40 percent versus 36 percent). Although drugstores are still the most commonly named source for prescription drugs, the proportion of shoppers who have their prescriptions filled at supermarkets increased to more than one in 10 (11 percent). A contributing cause for these increases is the expansion of pharmacies and specialty sections within supermarkets.

Of the 11 items listed for both 1986 and 1987, only household repair and houseware items show a decline in the proportion of shoppers naming supermarkets. Two new items — tobacco products and film — are purchased at supermarkets by substantial proportions of shoppers. At 29 percent, supermarkets are the most commonly used source for tobacco products, while at 19 percent, supermarkets are the third most common source for film, following drugstores and discount stores.

Table 19 **Where Consumers Usually Shop For Various Items**

Base: The shopping public

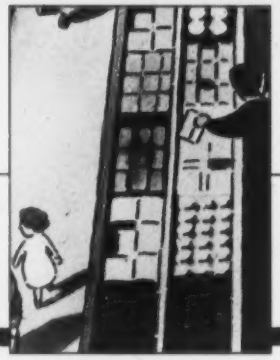
Q.: Please tell me where you would usually shop for each of the following items — a supermarket, a convenience store, an all-purpose drugstore or a discount department store?

						1987					
		1982 Super-market	1984 Super-market	1985 Super-market	1986 Super-market	Super-market	Conveni-ence store	Drug store	Dis-count store	Don't Shop	Other
Bakery goods	%	x	71	75	76	82	2	0	1	3	12
Fresh seafood	%	x	53	64	62	69	2	*	*	9	18
Paper goods	%	61	55	57	60	67	4	10	17	*	1
Magazines	%	37	35	38	45	45	7	20	7	11	8
Non-prescription drugs	%	x	29	30	33	40	4	36	16	1	1
Flowers and plants	%	x	23	26	28	30	5	2	19	6	38
Tobacco products	%	x	x	x	x	29	8	5	3	48	2
Health and beauty aids	%	23	21	23	24	27	4	49	16	1	3
Greeting cards	%	12	13	15	18	20	6	40	18	1	13
Film	%	x	x	x	x	19	5	39	27	3	5
Household repair and houseware items	%	10	15	13	16	12	6	4	52	1	23
Prescription drugs	%	4	6	6	7	11	1	80	4	1	3
Toys	%	x	x	2	3	3	4	3	62	11	15

x = Not asked.
*Less than 0.5 percent

CHAPTER 4

NUTRITIONAL CONTENT AND FOOD SAFETY



Nutritional Content

The pattern of responses over the last five years shows clearly that attitudes toward nutrition are shifting. Care, however, is necessary in interpreting these data. The discussion below shows that the percentage of those who are very concerned about nutrition has declined. At the same time, concern about several specific nutrition-related issues has increased (see Table 21). This could indicate a shift from the global concept of "nutrition" to a set of more specifically defined issues such as cholesterol and sodium. Table 2 also shows that the availability of high quality fruits and vegetables is now the factor most frequently mentioned by shoppers in describing how they select their supermarket. Consumption of all fresh products may well be a response to interest in nutrition. Since this is such an important topic for both manufacturers and distributors, the pattern of responses sends a strong signal that further research is warranted to understand exactly what the American public is trying to say.

As shown in Table 20, concern about the nutritional content of food has declined steadily since 1983, when 64 percent of shoppers stated they were very concerned about the nutritional content of what they eat. In 1987, 54 percent of shoppers indicate this level of concern, while 40 percent say they are somewhat concerned. The proportion of those who are either very or somewhat concerned has remained relatively stable since 1983. In 1987, fewer than one shopper in 20 (5 percent) are not very or not at all concerned about the nutritional content of the food they eat.

In contrast to 1986, a larger proportion of women than men are very concerned about the nutritional content of the food they eat (55 percent versus 48 percent). Women who work at least 20 hours a week, however, show levels of concern that are almost identical to those of men. The presence of children in the household appears to have little effect on nutritional concerns, with approximately equal proportions of those with and without children stating they are very or somewhat concerned.

During the period 1983 to 1987, the proportions saying they are very concerned about the nutritional content of the food they eat declined across all age groups under 65. For three of the categories, 18 to 24 year olds, 25 to 39 year olds, and 50 to 64 year olds, notable declines occurred over the past year. The trend among 40 to 49 year olds reversed itself between 1986 and 1987, with more than half (54 percent) saying they are very concerned. The proportion of those 65 and older who state they are very concerned continued to increase from 1985, reaching a new high of 69 percent in 1987. Other categories where changes are notable are among shoppers in the West, where the proportion who are very concerned declined substantially from 62 percent in 1986 to 53 percent in 1987, and among those in the South and Midwest, where somewhat smaller declines occurred at this level.

Of those shoppers who express any concern about the nutritional content of the food they eat, the number of specific concerns dropped considerably. In contrast to 1986, shoppers failed to mention cancer-causing or harmful ingredients, starch content, the quality of the food, overprocessing and red meat as specific nutrition-related concerns. The top three concerns in 1987, however, remained unchanged from 1986. At 22 percent, salt content, or less salt, is the most frequently named in 1987, followed closely by vitamin/mineral content (21 percent). Sugar content, or less sugar, ties with fat content to rank third at 16 percent.

Chemical additives, formerly among the top three concerns in 1983, 1984 and 1985, continued its decline in 1987, with only 10 percent naming chemicals or additives as specific nutrition-related concerns. Items notable for their increase since 1983 include cholesterol levels, calories, fat content and desire to be healthy/eat what's good for us. None of these concerns, however, are mentioned by more than one shopper in six.

Table 20 Level of Shoppers' Concern About the Nutritional Content of Foods

Base: The shopping public

Q.: Would you say you and your family are very concerned, somewhat concerned, not very concerned or not at all concerned about the nutritional content of the food you eat?

		1983 Very Concerned	1984 Very Concerned	1985 Very Concerned	1986 Very Concerned	1987 Very Concerned	1987 Somewhat Concerned	1987 Not Very/ Not at All Concerned	1987 Not Sure
Total	%	64	63	59	58	54	40	5	*
Sex									
Men	%	62	62	51	55	48	43	9	*
Women	%	65	64	60	58	55	40	5	*
Working	%	63	64	60	54	49	46	5	0
Non-working	%	68	63	62	62	62	34	5	*
Type of Household									
With Children	%	65	62	62	57	52	42	5	0
No Children	%	63	64	56	58	55	38	6	*
Age									
18-24	%	61	51	52	55	41	50	9	0
25-39	%	64	58	56	54	47	47	6	0
40-49	%	61	67	63	49	54	39	7	1
50-64	%	68	71	62	68	60	35	5	0
65 and older	%	65	67	58	65	69	27	4	0
Region									
East	%	67	66	65	58	58	38	5	1
Midwest	%	56	63	53	53	49	46	5	0
South	%	66	62	59	59	56	37	8	0
West	%	69	59	57	62	53	42	6	*

*Less than 0.5 percent.

Table 21

Nature of Shoppers' Concern About the Nutritional Content of Foods (Volunteered)

Base: Those who are very, somewhat or not too concerned about the nutritional content of what they eat

Q.: What is it about the nutritional content of what you eat that concerns you and your family most?

	1983 Total	1984 Total	1985 Total	1986 Total	1987 Total	1983-1987 Percentage Point Change
	%	%	%	%	%	%
Salt content, less salt	18	17	19	20	22	+ 4
Vitamin/Mineral content	24	19	17	22	21	- 3
Sugar content, less sugar	21	22	20	18	16	- 5
Fat content, low fat	9	8	13	17	16	+ 7
Preservatives	22	17	13	15	14	- 8
Calories, low calories	6	9	9	11	14	+ 8
Cholesterol levels	5	8	10	13	14	+ 9
Making sure we get a balanced diet	10	9	11	14	14	+ 4
Food/nutritional value	10	19	14	11	13	+ 3
Chemical additives	27	25	18	16	10	-17
Freshness, purity, no spoilage	14	12	8	8	8	- 6
Empty calories, junk food	4	4	5	2	7	+ 3
Desire to be healthy/eat what's good for us	0	0	3	6	7	+ 7
Fiber content	2	1	2	3	4	+ 2
Protein value	5	6	4	5	4	- 1
Excess food coloring, dyes	6	4	3	2	3	- 3
Carbohydrate content	1	2	2	2	2	+ 1
No harmful ingredients, nothing that causes illness/cancer	10	6	5	5	0	-10
Starch content	1	1	1	1	0	- 1
Quality of food	3	5	1	1	0	- 3
As natural as possible, not overly processed	12	6	5	3	0	-12
Less red meat	0	0	2	2	0	0
Artificial sweetener	0	0	2	1	*	*
Other	2	4	1	5	5	+ 3
Don't know/refused	5	5	6	5	7	+ 2

*Less than 0.5 percent

Nutrition-Related Behavior

In 1987, the proportions of shoppers who frequently perform all types of nutrition-related activities are relatively unchanged from 1986. About five shoppers out of seven frequently select foods to balance their family's diet (72 percent), and serve nutritional snacks such as fruits and vegetables (70 percent). About half check government grading on meats and poultry (49 percent), and check labels for caloric content (47 percent). Slightly more than two shoppers out of five check food labels for protein and fat content (44 percent), and select recipes for their nutritional content (42 percent).

Comparing the specific nutrition-related concerns of shoppers (Table 21) to their nutrition-related behavior, inconsistencies emerge in the proportions who express concern about issues and the proportions who take action on the same issues. For example, in 1987 14 percent of shoppers who express some concern about the nutritional content of their foods named calories or low calories specifically. Forty-seven percent of the shopping public, however, check labels for caloric content. Similar inconsistencies are evident for behavior relating to fat content and protein value.

Discrepancies between expressed concern and exhibited behavior indicate that large proportions of shoppers may be unconscious of their nutrition-related concerns despite their behavior. Alternatively, consumers may view their nutrition-related behavior, such as checking labels for caloric content, as merely routine and not as an expression of concern.

Table 22 **Consumer Behavior Related to Nutrition**

Base: The shopping public

Q.: How often do you (READ EACH ITEM) — frequently, occasionally, rarely or never?

		1984	1985	1986	1987				
		Frequently	Frequently	Frequently	Frequently	Occasionally	Rarely	Never	Not Sure
Select foods to balance your family's diet	%	76	70	72	72	18	5	4	1
Serve nutritional snacks, such as fruits and vegetables	%	76	72	73	70	24	4	2	0
Check government grading on meats and poultry	%	53	45	51	49	21	14	15	1
Check label for caloric content	%	x	x	x	47	25	13	15	1
Check food labels for protein and fat content	%	44	45	47	44	32	14	10	*
Select recipes for their nutritional content	%	48	40	44	42	32	14	12	1

x = Not asked.
*Less than 0.5 percent.

Food Preparation Behavior

This year, *Trends* examined changes in food preparation and cooking among supermarket shoppers. As shown in Table 23, over the past three to five years, almost two-thirds (64 percent) of the shopping public have been cooking or preparing foods differently than they had previously. Regardless of whether or not they work, larger proportions of women than men have changed the way in which they prepare food (66 percent versus 56 percent). Similar proportions of families with and without children have changed their food preparation behavior (63 percent and 65 percent, respectively).

Within other categories of shoppers notable differences exist across age groupings. About five shoppers out of seven in the 40-49 and 65 and over age categories have changed their behavior in the past three years, as have almost two-thirds of those in the 50-64 age group. Slightly smaller proportions of shoppers 18-24 and 25-39 have changed their food preparation behavior (56 and 59 percent, respectively). Regionally, shoppers in the West show the lowest incidence of changed behavior (58 percent). Proportions in the East, Midwest, and South are similar, at about two-thirds.

Of those who have changed their cooking and food preparation behavior, the most commonly mentioned changes are less frying (33 percent), more microwaving (25 percent), less added fat (25 percent), and more broiling (24 percent). A somewhat smaller proportion named less salt as a way in which they are preparing foods differently (19 percent). With the exception of microwaving, these behaviors reflect the main nutritional concerns of shoppers, shown in Table 21.

Comparing men and women in terms of their changed food preparation and cooking behavior, the largest proportions of each group have instituted the same changes. Again, however, with the exception of microwaving, slightly larger proportions of women have instituted the top five changes.

Table 23 **Consumer Behavior Related to Food Preparation**

Base: The shopping public

Q.: In the past three to five years, have you been cooking or preparing foods differently than you used to?

	Jan. 1987 Base		Jan. 1987 Yes	Jan. 1987 No	Jan. 1987 Not Sure
Total	1007	%	64	35	1
Sex					
Men	397	%	56	43	2
Women	610	%	66	34	*
Working	287	%	66	34	0
Non-working	319	%	66	34	1
Type of Household					
With Children	501	%	63	37	1
No Children	504	%	65	34	1
Age					
18-24	89	%	56	44	0
25-39	396	%	59	41	1
40-49	180	%	71	29	0
50-64	208	%	64	34	1
65 or older	117	%	70	29	1
Region					
East	254	%	68	32	*
Midwest	256	%	65	35	1
South	300	%	64	35	1
West	197	%	58	41	1

*Less than 0.5 percent.

Table 24 **How Consumers Prepare Foods Differently From Three to Five Years Ago**

Base: Those who cook or prepare foods differently from three to five years ago

Q.: How are you cooking or preparing foods differently?

		Jan. 1987		
		Total	Men	Women
Base		623	221	402
Less frying	%	33	30	34
More microwaving	%	25	29	24
Less added fat	%	25	19	27
More broiling	%	24	16	25
Less salt	%	19	15	19
More steaming	%	9	11	9
Less cholesterol	%	9	10	8
Eating more vegetables	%	8	5	8
Eating less red meat	%	7	6	7
Baking/roasting more	%	7	10	6
Less sugar	%	7	2	8
Changing spices or seasoning	%	3	2	4
More margarine	%	3	1	3
Eating less/smaller quantities	%	2	1	2
Wider variety/more recipes	%	2	4	2
Fewer calories	%	2	2	2
Fewer sauces	%	2	0	3
Changing length of cooking time	%	1	1	*
Using a barbecue or outdoor grill	%	1	3	1
Using fast foods/prepared foods	%	1	1	1
Other	%	20	17	20
Not sure	%	2	5	1

*Less than 0.5 percent.

Ensuring Food Safety

Compared with 1986, in 1987 there were slight decreases in the proportions of shoppers who rely on themselves and on the federal government to ensure that the products they buy are safe. Just under half (45 percent) of the shopping public stated in 1987 that they rely on themselves as individuals, while about a fourth (25 percent) depend on the federal government. Those naming consumer organizations showed a notable increase of 6 percentage points over the past year, reaching a five year high of 15 percent. Shoppers naming retailers showed an increase of lesser magnitude, reverting to the 5 percent level of 1984. The proportion naming state government continued to decline to the 1984 level of 3 percent.

Table 25 **Those Whom Shoppers Rely on to Ensure That the Products They Buy Are Safe**

Base: The shopping public

Q.: As far as you personally are concerned, whom do you rely on most to be sure that the products you buy are safe — the federal government, the state government, consumer organizations, manufacturers, retailers or yourself as an individual?

	Total				
	1983	1984	1985	1986	1987**
	%	%	%	%	%
Yourself as an individual	46	48	38	48	45
Federal government	24	22	31	29	25
Consumer organizations	6	9	8	9	15
Manufacturers	13	11	7	8	9
State government	3	3	6	4	3
Retailers	5	5	6	2	5
Other (Vol.)	*	1	1	*	1
None (Vol.)	1	*	1	*	*
Not sure	2	1	2	*	2

*Less than 0.5 percent.
**Split sample; base = 498.

Concern When Eating Out

In the past year, the proportion of shoppers who are very concerned about food ingredients when eating out showed a slight increase. In 1987, almost a third of shoppers (31 percent) are very concerned, just under half (45 percent) are somewhat concerned, and just under a fourth (23 percent) are not very or not at all concerned.

Compared with nonworking women, men and working women are less likely to report being very concerned. This represents a notable change from 1986, when approximately equal proportions of men, and working and nonworking women stated that they were very concerned.

Table 26 **Concern About Food Ingredients When Eating Out**

Base: The shopping public

Q.: When you eat out, how concerned are you about the food's ingredients? Would you say very concerned, somewhat concerned, not very concerned or not at all concerned?

		1986	1987**				
		Very Concerned	Very Concerned	Somewhat Concerned	Not Very Concerned	Not At All Concerned	Not Sure
Total	%	28	31	45	18	5	1
Sex							
Men	%	29	26	48	16	9	*
Women	%	27	32	45	18	4	1
Working	%	27	28	45	22	4	0
Non-working	%	28	35	44	15	4	1
Type of Household							
With Children	%	25	29	49	18	4	1
No Children	%	30	33	42	17	7	1

*Less than 0.5 percent.
**Split sample; base = 509.

Consumer Behavior and Food Safety

As in previous years, in 1987, overwhelming majorities of shoppers examine the packaging of food when making purchase decisions. Somewhat fewer than nine shoppers in 10 (86 percent) feel that "checking the packaging" on the foods they buy describes them very closely, and over three-fourths (76 percent) identify very closely with the statement that if there is a choice, they prefer to buy an item that has tamper-resistent packaging. Tangentially related to packaging, majorities of shoppers check the dates on dated foods, with almost four-fifths (78 percent) identifying very closely with this statement.

Consistent with previous years, about half of all shoppers identify very closely with the statements that they feel concerned about the ingredients added to processed foods, and that they avoid buying certain foods because they are concerned about their safety. About a third (33 percent) of shoppers state that paying attention to the list of ingredients on food labels describes them very closely. One may note that this proportion is similar to those who claim that they frequently check labels for caloric content, and protein and fat content (Table 22). Finally, as in previous years, 95 percent of all shoppers identify very or somewhat closely with the statement that the food in supermarkets is wholesome and safe to eat.

Table 27 **Consumer Behavior and Food Safety**

Base: The shopping public

Q.: The following are statements that people have made. For each one, please tell me how close it comes to describing you — very close, somewhat close, not very close or not close at all.

		1983	1984	1985	1986	1987				
		Very Close	Very Close	Very Close	Very Close	Very Close	Somewhat Close	Not Very Close	Not At all Close	Not Sure
I usually check the packaging on the foods I buy to make sure it is in good condition	%	85	87	88	88	86	11	1	1	0
I almost always check the dates on dated foods	%	76	79	78	80	78	15	3	4	0
If there is a choice, I prefer to buy an item that has tamper-resistent packaging	%	x	x	x	x	76	15	5	4	*
I feel the food in supermarkets is wholesome and safe to eat	%	x	x	58	58	56	39	4	1	*
I feel concerned that some ingredients added to processed foods may be harmful or unsafe to eat	%	50	47	48	46	50	29	12	8	1
I avoid buying certain foods because I am concerned about whether they are safe	%	46	46	46	45	48	27	14	10	*
I pay a good deal of attention to the list of ingredients on food labels	%	41	40	40	41	33	28	23	16	*

*Less than 0.5 percent.
x = Not asked.

Concerns About Specific Food Attributes

As in previous years, residues are still perceived as a serious hazard by the largest proportion of shoppers (76 percent). The proportion of shoppers naming fats as a serious hazard increased 11 percentage points between 1986 and 1987 to 55 percent, while those naming cholesterol increased 3 percentage points to 51 percent. The proportions naming salt, additives and preservatives, sugar and artificial food coloring as serious hazards are relatively unchanged from 1986.

In this year's *Trends Consumer Attitudes & the Supermarket*, the list of potential food hazards was expanded to include antibiotics and hormones in poultry and livestock feed, and nitrates in foods. Overall, at 61 percent, antibiotics and hormones ranked second as a serious hazard, with only four percent of the total shopping public stating that these are not a hazard at all. Nitrates are viewed as a serious hazard by almost two shoppers out of five (38 percent), and as something of a hazard by just under half of all shoppers (47 percent).

As in 1986, irradiation of food apparently continues to puzzle a large proportion of the shopping public, with one shopper in five (20 percent) expressing uncertainty when asked if it poses a hazard. Of those who have an opinion, almost three-fourths (72 percent) feel that irradiation is a serious hazard, or something of a hazard. Since 1986, the proportion viewing irradiation as a serious hazard increased 6 percentage points to 43 percent.

Please note that these are aided responses. That is, each item is read to the respondent rather than being volunteered. Our interest is primarily in the relative rankings of the various items and the movement from year to year rather than the absolute percentage response levels.

Table 28 **Consumer Concern About Selected Food Attributes: 1984-1987**

Base: The shopping public

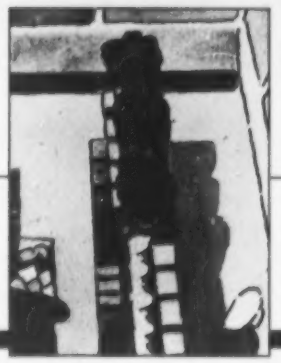
Q.: How concerned are you about the following items? Would you say that (READ EACH ITEM) is/are a serious health hazard, somewhat of a hazard or not a hazard at all?

		1984	1985	1986	1987*			
		Serious Hazard	Serious Hazard	Serious Hazard	Serious Hazard	Something of a Hazard	Not a Hazard At All	Not Sure
Residues, such as pesticides and herbicides	%	77	73	75	76	20	3	2
Antibiotics and hormones in poultry and livestock feed	%	x	x	x	61	32	4	3
Fats	%	x	42	44	55	40	3	1
Cholesterol	%	45	44	48	51	42	5	1
Salt in food	%	37	39	40	43	49	6	1
Irradiated foods	%	x	x	37	43	29	8	20
Nitrates in food	%	x	x	x	38	47	5	10
Additives and preservatives	%	32	36	33	36	54	9	2
Sugar in food	%	31	29	29	28	57	13	1
Artificial coloring	%	26	28	26	24	53	20	3

x = Not asked.
*Split sample; bases = 498 and 509.

CHAPTER 5

NEW PRODUCTS AND SERVICES



Availability

In 1987, *Trends* continued its investigation of new products and services available in the supermarket. With few exceptions, availability remained constant or increased across items. The most notable increases occurred in the proportions of shoppers whose supermarkets carry partially prepared foods, unpackaged or bulk food and fresh pizza. The only large decrease in availability occurred in the proportion of shoppers stating that their supermarket has a salad bar. This decrease, however, may be attributed wholly or in part to a change in the wording of the question.

Of the 13 items included in the investigation, seven are available in the supermarkets of at least half of the shopping public. Items named most commonly by shoppers include food products for microwave cooking (89 percent), unbranded or generic products (86 percent), partially prepared foods (78 percent) and delicatessen or carry-out food items (78 percent). Those named least frequently as available include a salad bar (37 percent), automatic teller machines (32 percent), postage stamps (29 percent) and home shopping and delivery service (5 percent).

Table 29 **Availability of New Products and Services**

Base: The shopping public

Q.: Thinking about the supermarket where you do most of your shopping, does it carry or have (READ EACH ITEM)?

		Jan. 1986	Jan. 1987		
		Yes	Yes	No	Not Sure
Food products designed especially for microwave cooking	%	86	89	5	6
Unbranded or generic products	%	87	86	11	3
Partially prepared foods that require less time to prepare at home	%	63	78	17	6
Delicatessen or other carry-out food items	%	74	78	22	*
Gourmet or specialty foods	%	70	72	24	4
Unpackaged or bulk food	%	54	61	34	5
Fresh, not frozen pizza	%	47	52	43	5
Food catering	%	38	41	51	8
Video rentals	%	x	38	58	4
A salad bar**	%	51	37	62	1
Automatic teller machines	%	33	32	63	6
Postage stamps	%	x	29	61	9
Home shopping and delivery service for groceries	%	7	5	88	8

x = Not asked.
*Less than 0.5 percent.
**In 1986, shoppers were asked if their supermarket carried "items from a salad bar." In 1987, shoppers were asked if their supermarket had "a salad bar."

Using New Products and Services

As in 1986, shoppers who said they have available at their supermarket a particular product or service were asked how frequently they use the product or service. The item used frequently by the largest proportion is postage stamps, at 30 percent, followed closely by delicatessen or other carry-out food, at 28 percent. The proportion using automatic teller machines dropped from first to third place between 1986 and 1987, with just under a fourth (24 percent) stating in 1987 that they use automatic teller machines frequently. Other items used frequently by a fifth or more of shoppers include food products for microwave cooking, unpackaged or bulk food and unbranded or generic products. Items used rarely or never by at least half of responding shoppers include food catering, home shopping and delivery service for groceries, video rentals, automatic teller machines, fresh pizza and a salad bar.

Table 30 **Shoppers' Use of New Products and Services**

Base: The shopping public who say their supermarkets have the product or service

Q.: How often do you use or purchase (READ EACH ITEM)? Would you say frequently, occasionally, rarely or never?

		Jan. 1986	Jan. 1987				
		Frequently	Frequently	Occasionally	Rarely	Never	Not Sure
Postage stamps	%	x	30	29	11	30	0
Delicatessen or other carry-out food items	%	25	28	43	17	12	*
Automatic teller machines	%	33	24	14	12	50	1
Food products designed especially for microwave cooking	%	18	22	35	13	30	0
Unpackaged or bulk food	%	22	20	35	23	22	*
Unbranded or generic products	%	16	19	36	21	24	*
Partially prepared foods that require less time to prepare at home	%	14	16	45	25	14	*
A salad bar**	%	20	13	32	17	38	0
Gourmet or specialty foods	%	8	13	38	26	22	*
Fresh, not frozen pizza	%	6	11	32	27	30	0
Video rentals	%	x	11	22	9	59	*
Home shopping and delivery service for groceries	%	10	3	14	2	81	0
Food catering	%	3	2	15	19	65	0

x = Not asked.
*Less than 0.5 percent.
**In 1986, were asked if their supermarket carried "items from a salad bar." In 1987, shoppers were asked if their supermarket had "a salad bar."

Potential Use of New Products and Services

Shoppers who stated that their supermarkets do not carry or have a particular item were asked how frequently they would use the item if it were available to them. The three items named by the largest proportions of would-be users and buyers are the same as those named by the largest proportions of actual users and buyers (Table 30). Specifically, postage stamps, delicatessen or other carry-out food items and automatic teller machines were named "frequently" by at least one would-be user or buyer in six.

With almost no exceptions, the proportions stating that they would use or purchase an item frequently if it were available are lower than those who actually use or purchase the same item frequently. These low proportions may reflect the inexperience or unfamiliarity of would-be users, rather than the extent to which they would actually use a product.

Table 31 **Potential Use of New Products and Services**

Base: The shopping public who say their supermarkets do not have the product or service

Q.: If your supermarket carried or had (READ EACH ITEM), how often do you think you would use or purchase it? Would you say frequently, occasionally, rarely or never?

		Jan. 1986	Jan. 1987				
		Frequently	Frequently	Occasionally	Rarely	Never	Not Sure
Postage stamps	%	x	27	33	15	25	*
Delicatessen or other carry-out food items	%	13	18	46	15	19	1
Food products designed especially for microwave cooking	%	7	16	20	16	43	3
Automatic teller machines	%	15	14	22	20	41	2
Partially prepared foods that require less time to prepare at home	%	8	13	38	25	22	1
A salad bar**	%	8	11	28	19	39	1
Home shopping and delivery service for groceries	%	8	11	19	18	50	2
Unpackaged or bulk food	%	9	11	30	23	34	2
Fresh, not frozen pizza	%	7	10	36	23	31	1
Video rentals	%	x	9	25	15	50	*
Gourmet or specialty foods	%	4	8	39	22	31	*
Unbranded or generic products	%	8	6	27	23	44	0
Food catering	%	3	4	17	25	53	1

x = Not asked.
*Less than 0.5 percent.
**In 1986, were asked if their supermarket carried "items from a salad bar." In 1987, shoppers were asked if their supermarket had "a salad bar."

CHAPTER 6

DINNER EATING PATTERNS

Meals Not Prepared at Home

As a follow-up to last year's *Trends* investigation of dinner eating patterns, shoppers were again asked where they purchase their food for meals that are eaten at home, but not prepared at home. Fast-food stores again emerged as the most commonly named source, with more than two shoppers out of five (44 percent) getting their meals from these outlets. The proportion naming a carry-out section of a restaurant declined five percentage points from 1986, with a third (33 percent) of shoppers in 1987 naming this source. Similar to 1986, the carry-out section of a supermarket was named by fewer than one shopper in ten (9 percent), as was "some other place" (7 percent).

Compared with households consisting of one or two people, larger proportions of households with at least three members get their meals from fast-food stores. Similarly, a smaller proportion of households with one person get their take-out food from a carry-out section of a restaurant, compared with households of two, three or four. The proportions who get their take-out food from the carry-out section of a supermarket is not substantially different across the various household sizes.

Table 32 **Source of Take-Out Food**

Base: The shopping public

Q.: When meals are eaten at home, but not prepared at home, where do you usually buy the food? Would you say most often from a fast-food store, a carry-out section of a restaurant, a carry-out section of a supermarket or from some other place?

	Jan. 1986	Jan. 1987					
			Size of Household				
	Total	Total	1	2	3	4	5 or more
Base	1004	1007	129	321	187	214	156
	%	%	%	%	%	%	%
Fast food store	43	44	35	36	50	46	56
Carry-out section of a restaurant	38	33	22	34	38	37	28
Carry-out section of a supermarket	10	9	14	10	6	9	8
Some other place	2	7	8	11	4	6	5
It varies (Vol.)	1	1	2	2	0	0	*
Not sure	3	3	10	3	1	4	2

*Less than 0.5 percent.

Dining Practices

This year's *Trends* continued the 1986 investigation of dining practices among households consisting of two or more people. As shown in Table 33, over the past year the proportion of shoppers who always eat dinner with their families stayed relatively unchanged, as did the proportion who have the same main course when they eat dinner with their families. Overall, 82 percent of shoppers living in households of two or more people always or usually eat dinner with their families, and 68 percent always or usually have the same main course when dining together.

Looking at dining practices by household size (Table 34), a larger proportion of those with four members always or usually eat dinner together, compared with households of any other size. As shown in Table 35, there are no significant differences by region in the proportions of shoppers who always or usually dine with their families, or always or usually eat the same main course when dining together.

Table 33 Dining Practices

Base: The shopping public, with households of two or more people

Q.: How often does your family eat dinner together? Would you say always, usually, occasionally or only rarely?

Q.: How often does your family have the same main course when you eat dinner together? Would you say always, usually, occasionally or only rarely?

		Jan. 1986	Jan. 1987			
		Always	Always	Usually	Occa-sionally	Rarely
Does your family eat dinner together	%	57	53	29	14	3
Does your family have the same main course when you eat dinner together	%	50	48	20	24	6

Table 34 Variations in Dining Practices, by Size of Household

Base: The shopping public, with households of two or more people

Q.: How often does your family eat dinner together? Would you say always, usually, occasionally or only rarely?

Q.: How often does your family have the same main course when you eat dinner together? Would you say always, usually, occasionally or only rarely?

	Jan. 1986	Jan. 1987				
			Size of Household			
	Total	Total	Two	Three	Four	Five or more
	%	%	%	%	%	%
Usually or Always						
Does your family eat dinner together	79	82	80	82	88	80
Does your family have the same main course when you eat dinner together	67	68	64	65	72	75

Table 35 Variations in Dining Practices, by Region

Base: The shopping public, with households of two or more people

Q.: How often does your family eat dinner together? Would you say always, usually, occasionally or only rarely?

Q.: How often does your family have the same main course when you eat dinner together? Would you say always, usually, occasionally or only rarely?

	Jan. 1986	Jan. 1987				
			Region			
	Total	Total	East	Midwest	South	West
	%	%	%	%	%	%
Usually or Always						
Does your family eat dinner together	79	82	86	81	78	85
Does your family have the same main course when you eat dinner together	67	68	73	70	63	71

CHAPTER 7

TYPES OF SHOPPERS

This year, in an attempt to understand better the differences between shoppers, an analysis was performed to divide shoppers into groups according to their attitudes toward supermarkets and food shopping. The goal of the analysis was to identify the different categories of shoppers not only by their attitudes toward shopping, but also by their behavior and their demographic characteristics. This would enable supermarket managers to match their customers to the different types of shoppers, and would provide a systematic method for addressing customers' needs.

Shoppers were categorized based on the degree to which they identify with a series of self-descriptive statements. (See Table 36.) From the analysis, five different types of shopper emerged. Each of these is described below.

The Quiet Majority are "middle-of-the-road" in most of their attitudes toward supermarkets and food shopping, tending to express neither strongly positive nor negative views. As shown in Table 38, the proportions of this category who view various supermarket features as "very or somewhat important" are often moderate relative to the other categories of shoppers. Similar to two other groups, "Committed Economizers" and "Leisurely Shoppers," this group consists of a disproportionately large number of females (83 percent, compared with 80 percent for the total sample). Their age and income levels lie in the middle of the five segments. At 29 percent, this group comprises the largest proportion of shoppers.

Committed Shoppers select their supermarkets with a specific objective in mind, such as being able to find good bargains, or special services. They are involved shoppers, demanding a wide selection of products and services in order to make their own best choices. As evidence of this, relatively large proportions view each of the supermarkets factors as very or somewhat important in selecting a supermarket. The group as a whole is largely female, with relatively low average annual incomes. At 22 percent, this category comprises about a fifth of all shoppers.

Impatient Shoppers place a premium on time, and are willing to pay a price for service. As evidence of this, relatively small proportions value low prices, sales or money-saving specials, and substantially smaller proportions engage in money-saving behavior (Table 39). This group tends to comprise more men, and tends to be relatively young. It also has the highest weekly grocery bill, and the highest average income of the five categories. At 18 percent, almost a fifth of the shopping public are "Impatient Shoppers."

Uninvolved Shoppers are notable in that they are unfocused in their selection of a supermarket and place relatively little emphasis on supermarket services. As shown in Table 38, relatively low proportions view many supermarket factors as very or somewhat important. Although predominantly female, this group tends to comprise a disproportionate number of males, and tends to have relatively high income levels. This category also comprises younger shoppers. Eighteen percent of the shopping public are "Uninvolved Shoppers."

Leisurely Shoppers are distinguished by their casual attitude toward shopping. As evidence of this, a relatively large proportion like to browse when they shop, and a small proportion feel that it is important to get in and out of the store quickly (Table 36). Similarly, small proportions feel that it is very important to save time when shopping, and few rate as very important such time-saving features as express-checkout (Table 38). Demographically, the group is most similar to "Committed Economizers," consisting largely of females, and tending to have lower education and income levels. At 13 percent, this is the smallest of the five shopper categories.

Some of the behavioral and demographic differences between categories are illustrated numerically in the following tables.

Table 36 Self-Descriptive Statements, by Shopper Category

Base: The shopping public

Q.: I am now going to read a series of statements that may or may not describe you as a grocery shopper. For each one, please tell me how close it comes to describing you — very close, somewhat close, not too close or not at all close.

	Jan. 1987				
	Quiet Majority	Committed Shoppers	Impatient Shoppers	Uninvolved Shoppers	Leisurely Shoppers
Base	295	217	184	178	133
Very or somewhat close	%	%	%	%	%
When I go to the supermarket, I want to get in and out quickly.	100	96	97	98	22
I like to browse when I'm in a supermarket.	62	86	50	28	94
I shop for the best bargains.	98	96	48	89	91
Given a choice between two grocery stores, I would prefer to shop at the one that has special service sections, such as a deli or bakery.	69	87	80	31	67
I'm loyal to particular brands.	75	92	87	39	68
I prefer to do several small shopping trips, rather than one large trip.	24	70	42	15	50
I want to feel that the supermarket I shop at knows me.	82	95	68	31	55
I feel overwhelmed in very large supermarkets.	32	84	20	8	22
Before I go grocery shopping, I read the newspaper ads carefully to see what store is offering the best buys.	68	86	6	38	59
It bothers me that they have too many nonfood items in grocery stores today. A grocery store is supposed to be for food.	27	80	17	18	23
I don't mind bagging and packing my own groceries.	39	55	26	51	49
I think store atmosphere is extremely important.	94	99	84	49	81
I shop at the supermarket that is most conveniently located to me.	81	94	82	65	61
I carefully read product labels for nutritional content.	74	85	38	45	69

Table 37 Characteristics of Shopper Categories

Base: The shopping public

	Jan. 1987					
	Total	Quiet Majority	Committed Shoppers	Impatient Shoppers	Uninvolved Shoppers	Leisurely Shoppers
Base	1007	295	217	184	178	133
	%	%	%	%	%	%
Sex						
Male	20	17	17	26	27	17
Female	80	83	83	74	73	83
Employed						
Yes	53	49	47	69	65	39
No	46	50	53	31	34	61
Spouse Employed						
Yes	78	79	63	84	90	75
No	22	21	37	16	10	25
Marital Status						
Married	70	78	66	66	69	62
Single	12	9	10	13	16	19
Divorced/Widowed/Separated	18	12	23	21	14	20
Education						
High school graduate	40	45	45	30	35	37
4 year college graduate	16	12	8	29	22	13
Race						
White	87	89	80	90	92	86
Black	9	8	15	5	5	10
Average Number of Children	1.0	1.3	0.9	0.7	1.0	1.0
Average Age	43.4	41.9	49.2	40.4	39.3	46.1
Average Income ($1000)	26.8	27.6	21.5	33.7	29.3	21.6

Table 38 Importance of Supermarket Features, by Shopper Category

Base: The shopping public

Q.: In the next series of questions, I'm going to read a list of factors that may or may not be important when a person decides where to shop for food. For each factor, please tell me whether it is very important, somewhat important, not too important or not at all important to you when you select a primary food store.

	Jan. 1987				
	Quiet Majority	Committed Shoppers	Impatient Shoppers	Uninvolved Shoppers	Leisurely Shoppers
Base	295	217	184	178	133
Very or Somewhat Important	%	%	%	%	%
Quality produce, fruits and vegetables	99	99	97	96	98
Good variety or wide selection	98	96	96	94	97
Quality meat	96	99	95	94	94
Courteous, friendly employees	97	96	91	85	93
Good/low prices	96	95	84	96	92
A convenient location	93	97	92	89	88
Readable and accurate shelf tags	93	93	86	83	90
Fast checkout	91	91	91	88	82
Items on sale or money-saving specials	93	94	63	82	84
A covenient store layout	79	89	79	66	74
Nutrition and health information available for shoppers	83	88	61	59	73
National brands	75	85	73	49	65
Specialty sections, like a deli, bakery or fresh fish	76	80	75	46	73
Express checkout	70	80	73	65	59
One-stop shopping	67	75	81	60	66
Generic or unbranded products	45	53	25	40	34

Table 39 How Often Shopper Categories Use Supermarket Specials, Coupons and Price Comparisons

Base: The shopping public

Q.: How often do you (READ EACH ITEM) – pretty much every time you shop, fairly often, occasionally or never?

	Jan. 1987				
	Quiet Majority	Committed Shoppers	Impatient Shoppers	Uninvolved Shoppers	Leisurely Shoppers
Base	295	217	184	178	133
Pretty Much Every Time	%	%	%	%	%
Use price-off coupons	43	46	14	33	43
Look in newspapers for grocery specials	34	39	6	24	33
Compare prices at different supermarkets	22	39	2	20	24
Go to supermarkets other than your principal one for advertised specials	13	18	3	10	12

Table 40 How Important It Is to Save Time in the Supermarket, by Shopper Category

Base: The shopping public

Q.: How important is it to you to save time when you shop? Would you say it is very important, somewhat important, not too important or not at all important?

	Jan. 1987				
	Quiet Majority	Committed Shoppers	Impatient Shoppers	Uninvolved Shoppers	Leisurely Shoppers
Base	295	217	184	178	133
	%	%	%	%	%
Very important	45	50	35	36	13
Somewhat important	43	32	45	50	35
Not too important	10	14	17	11	38
Not at all important	1	3	2	2	13

Table 41 Weekly Family Grocery Expenses, by Shopper Category

Base: The shopping public

Q.: About how much do you spend each week on groceries for your family?

	Jan. 1987				
	Quiet Majority	Committed Shoppers	Impatient Shoppers	Uninvolved Shoppers	Leisurely Shoppers
Base	295	217	184	178	133
	%	%	%	%	%
$0-$40	15	28	17	20	30
$41-$60	28	23	22	27	25
$61-$100	41	35	39	37	31
$101 and over	12	10	16	13	10
Not sure/no answer	3	3	5	2	4
Average weekly grocery expenses	$75	$68	$79	$72	$67
Average per-person weekly grocery expenses	$23	$23	$29	$25	$23

Table 42 How Often Shoppers Go to the Supermarket in an Average Week, by Shopper Category

Base: The shopping public

Q.: About how many visits do you make to the supermarket in an average week? That includes going to the same store more than once and going to different supermarkets.

	Jan. 1987				
	Quiet Majority	Committed Shoppers	Impatient Shoppers	Uninvolved Shoppers	Leisurely Shoppers
Base	295	217	184	178	133
	%	%	%	%	%
Number of Visits					
1	28	19	34	34	37
2	36	36	24	32	24
3	22	20	27	18	17
4	6	13	8	7	8
5	4	4	1	2	6
6 or more	4	6	4	2	6
Every 2 weeks	0	1	1	2	2
Average number of supermarket visits per week	2.3	2.6	2.3	2.1	2.3

METHODOLOGY

Selection of the Sample

The data for this survey were collected from 1,007 telephone interviews conducted in January 1987. Households contacted for the survey were selected by a procedure known as random digit dialing (RDD). This procedure ensures the inclusion of individuals with unlisted or not yet listed telephone numbers, as well as those with listed numbers, and thus closely approximates the total U.S. population.

Each household selected was screened by the following three criteria:

- male or female head of household;
- having primary or equally-shared responsibility for food shopping; and
- having shopped for groceries in the past two weeks.

Only heads of households who have primary or equally-shared responsibility for food shopping, and who had shopped for groceries in the past two weeks were included in the survey.

The sample was controlled to consist of 60 percent female heads of households and 40 percent male heads of households in order to increase the reliability of the male shopper sample. The sample was then weighted to an 80 percent female/20 percent male ratio to maintain comparability with previous studies in the *Trends* series. Aside from this stratification and weighting by sex, the sample is a nationwide cross-section of shoppers. Therefore, all subpopulation percentages are projectable to the American shopping public as a whole. A profile of the total sample is shown in Table 43.

Table 43 **Demographic Profile of Supermarket Shoppers: 1987**

Base: The shopping public

	Number in Sample	Unweighted Percentage in Sample	Weighted Percentage in Sample
		%	%
Total	1007	100	100
Sex			
Men	397	39	20
Women	610	61	80
Working	287	29	38
Nonworking	319	32	42
Type of Household			
With children	501	50	52
Two wage earner	317	31	30
Age			
18-24	89	9	9
25-39	396	39	38
40-49	180	18	18
50-64	208	21	21
65 and over	117	12	12

Table 43 Demographic Profile of Supermarket Shoppers: 1987

Base: The shopping public

	Number in Sample	Unweighted Percentage in Sample	Weighted Percentage in Sample
Income			
$7,500 or less	84	8	9
$7,501-$15,000	149	15	15
$15,001-$25,000	229	23	21
$25,001 and over	477	47	46
Race			
White	876	87	87
Black	86	9	9
Ethnicity			
Hispanic	46	5	4
Nonhispanic	946	94	94
Marital Status			
Single/separated/divorced/widowed	318	32	30
Married	689	68	70
Education			
High school or less	514	51	53
Some college/college grad	489	49	47
Size of Place			
Metropolitan			
1 million or over	363	36	35
Under 1 million	375	37	37
Nonmetropolitan	269	27	28
Region			
East	254	25	25
Midwest	256	25	26
South	300	30	29
West	197	20	20

**East includes* Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont and West Virginia.

Midwest includes Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

South includes Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas and Virginia.

West includes Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming.

Note: Percentages may add up to less than 100 percent as a result of nonresponse.

Sampling Error

It is important to note that survey results are subject to sampling error, i.e., the difference between obtained results and those that would be obtained by studying the entire population. The size of this error varies with the size of the sample and with the percentage of respondents giving a particular answer. Table 44 shows the range of error for samples of four different sizes and at different percentages of response.

This table can be used to determine the approximate sampling errors associated with results presented in this report. An example may serve to illustrate this process.

As shown in Table 18 of this report, 34 percent of those surveyed this year take packaged meat available, rather than ask for a different cut pretty much every time they shop. This percentage is based on the total sample of 1,007 shoppers. From the table above, the sampling error associated with a 30 percent response for a sample of 1,000 is plus or minus 2.8 percentage points. Applying this sampling error to the 34 percent response in Table 18, the true proportion of shoppers who take packaged meat should be no less than 31.2 percent, and no more than 36.8 percent.

Aside from knowing the sampling error of any given finding, one might also be interested in whether the differences between certain percentage figures are a likely result of sample variation or due to real differences in the shopping population. For example in Table 17, there is an 11 percentage point difference between the percent of working women who think saving time in the supermarket is very important, and the percent of nonworking women who feel this way. Although this 11 percentage point difference seems large, it could be due to sampling error. To determine whether or not this is a true difference, one needs to consider the number of people responding to each question, as well as the particular percentages reported. In general, the larger the sample sizes, the less likely it is that a reported difference will be due to sampling error.

In Table 45, the minimum differential percentage that must occur to be considered real is shown for varying sample sizes and varying percent responses.

Taking the previous example from Table 17, 287 working women were asked how important it is to them to save time in the supermarket, of whom 45 percent said "very important." A total of 319 nonworking women were asked the same question of whom 34 percent said "very important." Both of these sample sizes are closest to the 300 sample size row of the table. The two percentages are closest to the 40 percent or 60 percent column. From the table, the minimum difference between percentages that would be considered not due to sampling error is 8 percent. Because the difference between 45 percent and 34 percent is greater than this minimum, one can safely assume that more working women than nonworking women view saving time as very important.

Table 44 **Sampling Error (+/–) at 95 Percent Confidence Level for Samples of Four Different Sizes**

	Size of Sample			
Percentage Response	1000	600	400	100
	%	%	%	%
10(90)	1.9	2.4	2.9	5.9
20(80)	2.5	3.2	3.9	7.8
30(70)	2.8	3.7	4.5	9.0
40(60)	3.0	3.9	4.8	9.6
50(50)	3.1	4.0	4.9	9.8

Table 45 Sampling Error of Difference Between Proportions

Sampling Tolerances (at 95% Confidence Level)
to Use in Evaluating Differences Between Two Percentage Results

Approximate Sample Size of Two Groups Asked Question on Which Survey Results are Based	Survey Percentage Results at 10% or 90%	Survey Percentage Results at 20% or 80%	Survey Percentage Results at 30% or 70%	Survey Percentage Results at 40% or 60%	Survey Percentage Results at 50%
1,000 vs. 1,000	3	4	4	4	4
500	3	4	5	5	5
300	4	5	6	6	6
200	5	6	7	7	8
100	6	8	9	10	10
500 vs. 500	4	4	6	6	6
300	4	6	7	7	7
200	6	7	8	8	8
100	7	9	10	11	11
300 vs. 300	5	6	7	8	8
200	5	7	8	9	9
100	7	9	10	11	11
200 vs. 200	6	8	9	10	10
100	7	10	11	12	12
100 vs. 100	8	11	13	14	14